WEWS

Flight Dates 10/09/12-10/15/12

ON YOUR SIDE

Order Sep 00:20:00

Product Estimate # 1497

SEIU Cleveland 10.9-10.15.12 Alt Order # Contract / Revision 306621

Billing Type Cash Original Date / Revision Agency Com 15%

> 08/01/12 10/13/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Service Employee Internatio

> 1010 Wisconsin Avenue NW - Suite Billing Calendar BROADCAST

> > Order Share %

WVPX

Washington, DC 20007

Demographic A35+ Agency Waterfront Strategies

Rev Codes POL POL ISS **Buying Contact**

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-1 1010 Wisconsin Avenue NW - Suite

Advertiser Ref Agency Ref 2 Washington, DC 20007

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date **End Date**

Daniel Baylog 100%

Older Share 76	Market value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	

%

Market Value

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date **Net Amount Gross Amount** # Spots October 2012 69 \$107,333.75 \$126,275.00 0.00 10/01/12 10/15/12 69 \$107,333.75 \$126,275.00

Totals 69 \$107,333.75 \$126,275.00 0.00

											Tota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WEWS 1	0/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	СМ	6-7a	МГWГF	:30	3	\$900.00 P-1	0.00 NM	3	\$2,700.00
Start [Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08	/12 1	0/14/12	- TWTF	2	\$900.00	0.00						
Week: 10/15	/12 1	0/21/12	M	1	\$900.00	0.00						
N 2 WEWS 1	0/09/12	10/15/12	M-F GMA 7-9a	СМ	7-9a	MTWTF	:30	2	\$900.00 P-1	0.00 NM	3	\$2,700.00
			M-F GMA 7-9a									





Contract / Revision 306621 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 08/01/12/ 10/13/12 <u>Order Sep</u> 00:20:00

Advertiser Service Employee Internati Product SEIU Cleveland 10.9-10.15.1 Estimate # 1497

								Tota	als_
Ln Ch Start End	Inventory Code			Time Days	Len Spo		Rtg Type		Amount
N 2 WEWS 10/09/12 10/15/12	2 M-F GMA 7-9a M-F GMA 7-9a	СМ	7-9a	МГЖГБ	:30	2 \$900.00 P-1	0.00 NM	3	\$2,700.00
Start Date End Date	. <u>– – –</u>	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	- ТWГF M	2	\$900.00 \$900.00	0.00 0.00					
Spot Ch Date Range	Description	Start	/End Time		eekdays		Rtg Type		
3 /EWS 10/15/12-10/21/12		7-9a		M-		- :30 \$900.00			
N 3 WEWS 10/09/12 10/15/1:	Sa 6a-8a News Sa 6-8a News	СМ	6-8a	S-	:30	1 \$575.00 P-1	0.00 NM	1	\$575.00
Start Date	Weekdays S-	Spots/Week 1	Rate	Rating					
Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12		0	\$575.00 \$0.00	0.00 0.00					
N 4 WEWS 10/09/12 10/15/12	2 SA GMA 8-9a SA GMA 8-9a	СМ	8-9a	S-	:30	1 \$775.00 P-1	0.00 NM	1	\$775.00
Start Date End Date		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	S-	1 0	\$775.00	0.00					
Week: 10/15/12 10/21/12 N 5 WEWS 10/09/12 10/15/12		CM	\$0.00 8-9a	0.00	:30	1 \$775.00 P-1	0.00 NM	1	\$775.00
	SU GMA 8-9A				.50	1 ψ110.001-1	0.00 14101	'	Ψ113.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays S	Spots/Week 1	Rate \$775.00	Rating 0.00					
Week: 10/15/12 10/21/12		0	\$0.00	0.00					
N 6 WEWS 10/09/12 10/15/12	2 M-F 9-10a M-F 9-10a	СМ	9-10a	МГЖГБ	:30	3 \$775.00 P-1	0.00 NM	4	\$3,100.00
Start Date End Date		Spots/Week	Rate	<u>Rating</u>					
Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	- ТWГF M	3	\$775.00 \$775.00	0.00 0.00					
N 7 WEWS 10/09/12 10/15/12		CM	10-11a	MTWTF	:30	3 \$775.00 P-1	0.00 NM	3	\$2,325.00
	M-F 10-11a								, ,
Start Date End Date		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	- ТWГF M	2	\$775.00 \$775.00	0.00 0.00					
N 8 WEWS 10/09/12 10/15/12	2 M-F 12-1230pm M-F 12-1p News		12-1p	МГЖТБ	:30	3 \$1,000.00 P-2	0.00 NM	4	\$4,000.00
Start Date End Date	•	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- ТWГF M		\$1,000.00	0.00					
Week: 10/15/12 10/21/12 N 9 WEWS 10/09/12 10/15/12		CM	\$1,000.00 3-4p	0.00 МГWTF	:30	4 \$1,200.00 P-1	0.00 NM	4	\$4,800.00
14 3 ***********************************	M-F 3-4p Katie	Olvi	о тр	WII WII	.50	Ψ Ψ1,200.001-1	0.00 14141	7	ψ+,000.00
Start Date End Date		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	- ТWГF M		\$1,200.00 \$1,200.00	0.00 0.00					
N10 WEWS 10/09/12 10/15/12			4-5p	МГWГF	:30	3 \$1,100.00 P-1	0.00 NM	4	\$4,400.00
	M-F 4-5p Dr. Oz		- 17			,			, ,
Start Date End Date		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	- ТWГF M		\$1,100.00 \$1,100.00	0.00 0.00					
N11 WEWS 10/09/12 10/15/12		CM	5-6p	МГWГF	:30	4 \$1,600.00 P-1	0.00 NM	5	\$8,000.00
	M-F 5-6p News		-1		- -	. ,		_	, - ,
Start Date End Date		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	- ТWГF M		\$1,600.00 \$1,600.00	0.00 0.00					
100.001.001.001.00	-	·	÷ .,000.00	0.00			•		





<u>Contract / Revision</u> 306621 <u>Flight Dates</u> 10/09/12-10/15/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/01/12/ 10/13/12 <u>Order Sep</u> 00:20:00

Advertiser Service Employee Internati Product SEIU Cleveland 10.9-10.15.1 Estimate # 1497

		5 1 0 1/5 1			. 5. 5:	D: T	Tota	
Ln Ch Start End	Inventory Code			Len Spo		Rtg Type	•	Amount
N11 WEWS 10/09/12 10/15/12	M-F 5-6p News M-F 5-6p News	CM 5-6p	MTWTF	:30	4 \$1,600.00 P-1	0.00 NM	5	\$8,000.00
Start Date End Date Week: 10/15/12 10/21/12 Spot Ch Date Range E 5 /EWS 10/15/12-10/21/12 N	Weekdays M Description	Spots/Week Rate 1 \$1,600.00 Start/End Time 5-6p	Rating 0.00	Weekdays M		Rtg Type 0.00 NM		
N12 WEWS 10/09/12 10/15/12	M-F 6-630p New M-F 6-630p New		MTWTF	:30	3 \$2,000.00 P-1	0.00 NM	4	\$8,000.00
Start Date End Date Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12 Spot Ch Date Range D 4 /EWS 10/15/12-10/21/12 N	Weekdays - TWTF M Description M-F 6-630p News	Spots/Week Rate 3 \$2,000.00 1 \$2,000.00 Start/End Time 6-630p	Rating 0.00 0.00	Weekdays M		Rtg Type 0.00 NM		
N13 WEWS 10/09/12 10/15/12	M-Su 630-7p WN M-Su 630-7p WN	•	MTWTF	:30	2 \$2,200.00 P-1	0.00 NM	2	\$4,400.00
Start Date End Date Week: 10/08/12 10/14/12 Spot Ch Date Range D 1 VEWS 10/08/12-10/14/12 M See MG 13.3,13.4 [N/A]	Weekdays - TWTF Description M-Su 630-7p WNT	Spots/Week Rate 2 \$2,200.00 Start/End Time 630-7p	Rating 0.00	Weekdays - TWThF		Rtg Type 0.00 <i>NM</i>		
2 VEWS 10/08/12-10/14/12 N See MG 13.3,13.4	M-Su 630-7p WNT	630-7p		- ТWГhF	:30 (\$2,200.00)	0.00 <i>NM</i>		
[N/A] 3 /EWS 10/09/12-10/12/12 N	1-Su 630-7p WNT	630-7p		- TWГhF	- :30 \$2,200.00	0.00 NM		
4 /EWS 10/09/12-10/12/12 N	1-Su 630-7p WNT	630-7p		- ТWГhF	:30 \$2,200.00	0.00 NM		
Week: 10/15/12 10/21/12		0 \$0.00	0.00			l		
N14 WEWS 10/09/12 10/15/12	SU 6-630p News SU 6-630p News			- S :30	1 \$1,400.00 P-1	0.00 NM	1	\$1,400.00
Start Date End Date Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	Weekdays S 	Spots/Week 1 \$1,400.00 0 \$0.00	Rating 0.00 0.00					
N15 WEWS 10/09/12 10/15/12	M-F 7-730p 7-730p The List	CM 7-730p	MTWTF	:30	3 \$1,300.00 P-1	0.00 NM	4	\$5,200.00
Start Date End Date Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	Weekdays - TWTF M	Spots/Week Rate 3 \$1,300.00 1 \$1,300.00	Rating 0.00 0.00					
N16 WEWS 10/09/12 10/15/12	M-F 730-8P 730-8p Let's Ask	CM 730-8p America	MTWTF	:30	3 \$1,300.00 P-1	0.00 NM	4	\$5,200.00
Start Date End Date Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12 Spot Ch Date Range E 4 /EWS 10/15/12-10/21/12 N	Weekdays - TWTF M	Spots/Week Rate 3 \$1,300.00 1 \$1,300.00 Start/End Time 730-8p	Rating 0.00 0.00	Weekdays M	<u>Length</u> <u>Rate</u> - :30 \$1,300.00	Rtg Type		
N17 WEWS 10/09/12 10/15/12		C CM 10-11p	- T	:30	1 \$9,000.00 P-1		1	\$9,000.00
Start Date End Date Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	Weekdays - T	Spots/Week Rate 1 \$9,000.00 0 \$0.00	Rating 0.00 0.00					
N18 WEWS 10/09/12 10/15/12		CM 8-9p	W	:30	1 \$7,000.00 P-1	0.00 NM	1	\$7,000.00





Contract / Revision 306621 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 08/01/12/ 10/13/12 <u>Order Sep</u> 00:20:00

Advertiser Service Employee Internati Product SEIU Cleveland 10.9-10.15.1 Estimate # 1497

								Tot	als_
Ln Ch Start En	d Inventory Code Wednesday Prin		Start/End T	ime Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
	Wednesday Prir								
Start Date End I	Date Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14			\$7,000.00	0.00					
Week: 10/15/12 10/21 N19 WEWS 10/09/12 10/1		CM	\$0.00 9-10p	0.00	- S :30	1 \$7,000.00 P-1	0.00 NM	1	\$7,000.00
N 19 VVLVV3 10/09/12 10/1	Sunday Prime C		9-10p		.30	ι φη,000.00 Ε-1	0.00 INIVI	<u>'</u>	\$7,000.00
Start Date End I		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14 Week: 10/15/12 10/21		1	\$7,000.00 \$0.00	0.00 0.00					
N20 WEWS 10/09/12 10/1		2a Nightl © M	1135p-1207		:30	2 \$1,400.00 P-1	0.00 NM	3	\$4,200.00
Start Date End I	·	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14			\$1,400.00	0.00					
Week: 10/15/12 10/21			\$1,400.00	0.00	\\/	Laweth Data	Dto Tuno		
Spot Ch Date Range 3 /EWS 10/15/12-10/21	<u>Description</u> I/12 M-F 1135p-1202a		t/End Time 5p-1207x		Weekdays M	Length Rate :30 \$1,400.00	Rtg Type 0.00 NM		
N21 WEWS 10/09/12 10/1	15/12 M-SU 11-1135P M-SU 11-1135P		11-1135p	MTWTF-	- S :30	2 \$2,700.00 P-2	0.00 NM	4	\$10,800.00
Start Date End I		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14			\$2,700.00	0.00					
Week: 10/15/12 10/21	•		\$2,700.00	0.00		4	0.00.004		#050.00
N22 WEWS 10/09/12 10/1	15/12 M-F Right This I M-F 106a-206a	Minute CM	106a-206a	MTWTF-	:30	1 \$250.00 P-1	0.00 NM	1	\$250.00
Start Date End I		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14 Week: 10/15/12 10/21	., .=	1	\$250.00 \$0.00	0.00 0.00					
N23 WEWS 10/09/12 10/1		CM	1135p-105x		S- :30	1 \$525.00 P-1	0.00 NM	1	\$525.00
Start Date End I	Date Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14	1/12 S-	1	\$525.00	0.00					
Spot Ch Date Range 1 VEWS 10/08/12-10/14	Description 4/12 Criminal Minds		t/End Time 5p-105x		Weekdays		Rtg Type		
See MG 23.2	, 12 Gillima Willia	1100	7P 100X		bu	.σσ (φοΣσ.σσ,	, 0.00 11111		
•	HG - TO PLACE - SA/S		-						
2 /EWS 10/08/12-10/14	1/12 SA 12a-1a CSI Mia	ami Late 12a-	1a		Sa	:30 \$525.00	0.00 NM		
MG for 23.1 10/13 Week: 10/15/12 10/21	1/12	0	\$0.00	0.00					
N24 WEWS 10/15/12 10/1	15/12 M-F GMA 7-9a	СМ	7-9a	M	:30	1 \$950.00 P-1	0.00 NM	1	\$950.00
Start Date End I	M-F GMA 7-9a Date Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12 10/21		1	\$950.00	0.00					
N25 WEWS 10/09/12 10/1	15/12 M-F 9-10a M-F 9-10a	СМ	9-10a	MTWTF-	:30	1 \$850.00 P-1	0.00 NM	1	\$850.00
Start Date End I		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14		0	\$0.00	0.00					
Week: 10/15/12 10/21		1 214	\$850.00	0.00		4 00 500 00 5 :	0.00.1111		#0.500.00
N26 WEWS 10/09/12 10/1	15/12 M-F 6-630p Nev M-F 6-630p Nev		6-630p	MTWTF-	:30	1 \$2,500.00 P-1	0.00 NM	1	\$2,500.00
Start Date End I		Spots/Week	Rate	Rating					
Week: 10/08/12 10/14		0	\$0.00	0.00					
Week: 10/15/12 10/21	1/12 IVI	1	\$2,500.00	0.00				i	

WEWS

Print Date: 10/15/12

Page 5 of 5



<u>Contract / Revision</u> 306621 <u>Flight Dates</u> 10/09/12-10/15/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/01/12/ 10/13/12 <u>Order Sep</u> 00:20:00

Advertiser Service Employee Internati Product SEIU Cleveland 10.9-10.15.1 Estimate # 1497

Ln Ch Start	End	Inventory Code	Drook	Ctort/End T	ima Dava	lan Cna	oto Doto Dri	Dta Tuno	Tota	
N27 WEWS 10/09/1		Inventory Code M-F 7-730p	СМ	Start/End T 7-730p	me Days MTWTF	Len Spo	1 \$1,500.00 P-1	Rtg Type 0.00 NM	Spois 1	Amount \$1,500.00
10/09/1	2 10/13/12	7-730p The List	Civi	7-730ρ	WII WII!	.50	1 \$1,500.001-1	0.00 14101	'	ψ1,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	 M	0	\$0.00	0.00					
Week: 10/15/12 N28 WEWS 10/12/1	10/21/12	Friday Prime C	CM	\$1,500.00 10-11p	0.00 F	:30	1 \$6,000.00 P-1	0.00 NM	1	\$6,000.00
N20 WEWS 10/12/1	2 10/12/12	Friday Prime C	Civi	10-11р	1	.50	1 ψ0,000.001-1	0.00 14101	'	ψ0,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	F	1	\$6,000.00	0.00					
N29 WEWS 10/09/1	2 10/15/12	M-SU 11-1135P L M-SU 11-1135P I		11-1135p	MTWTFSS	:30	1 \$3,000.00 P-1	0.00 NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12		0	\$0.00	0.00					
Week: 10/15/12	10/21/12	M		\$3,000.00	0.00					
N30 WEWS 10/12/1	2 10/12/12	Friday Prime B Friday Prime B	СМ	9-10p	F	:30	1 \$6,000.00 P-1	0.00 NM	1	\$6,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate \$6.000.00	Rating 0.00					
Spot Ch Date Ra		escription		هه,٥٥٥.٥٥ End Time:		eekdays	Length Rate	Rtg Type		
1 VEWS 10/08/12			9-10			F				
See MG 30.	2	•		•			,			
[N/A DUE P	ROGRAM N	AME REMOVE TO	PLACE - FR	DAY PRIME	3]					
2 /EWS 10/08/12		riday Prime B	9-10	p		F	:30 \$6,000.00	0.00 NM		
MG for 30.1	10/12									
N31 WEWS 10/09/1	2 10/15/12	Sunday Prime A Sunday Prime A	СМ	7-8p	S	:30	1 \$6,850.00 P-2	0.00 NM	1	\$6,850.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	S	1	\$6,850.00	0.00					
Week: 10/15/12	10/21/12		0	\$0.00	0.00					•
N32 WEWS 10/09/1	2 10/15/12	M-F 730-8P	CM America	730-8p	МТЖГБ	:30	1 \$1,500.00 P-1	0.00 NM	1	\$1,500.00
Stort Data	End Data	730-8p Let's Ask		Poto	Dating					
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$0.00	Rating 0.00					
Week: 10/06/12 Week: 10/15/12	10/14/12	M	U	\$1,500.00	0.00					
								Totala	0014	26 275 00

Totals 69\$126,275.00